

APPENDIX G

OUTDOOR RECREATION PARTICIPATION SURVEY METHODOLOGY

DEVELOPMENT

The North Carolina Outdoor Recreation Participation Survey was designed to measure recreation participation and future preferences for outdoor recreation opportunities. The survey was based on portions of the report *Public Opinions and Attitudes on Outdoor Recreation in California* and the *Tennessee Statewide Recreational Survey*.

The survey asked household participation patterns to gather information on a broader range of people than would normally be available through a mail survey in which information came from the addressee only. Requesting household information also introduces a degree of error because a respondent may have difficulty estimating the participation of other household members.

The activities included on the survey covered most activities included on the National Travel Survey. A copy of the North Carolina Outdoor Recreation Participation Survey follows.

DISTRIBUTION

The survey was mailed to 3,100 randomly selected North Carolinians. The name and address information was taken from the motor vehicle registration data base maintained by the Division of Motor Vehicles. A random number generator was used to insure that each of the 11.5 million names in the file had an equal chance of being selected.

The motor vehicle registration data base was chosen because it is an economic and highly reliable source of name and address information with statewide coverage. Because the motor vehicle registration file contains only motor vehicle owners and not all North Carolina residents, the characteristics of people in the file may be different than the general population.

The survey was mailed initially to all 3,100 people in the sample. A cover letter explaining the survey and stamped return envelope were mailed with the survey instrument. A reminder letter, survey instrument, and return envelope was mailed to non-respondents after two weeks. A second reminder was mailed two weeks after the first reminder.

The survey was returned by 1,399 people or 45 percent of the sample. Coding and data entry was performed at North Carolina State University. Analysis was performed using the SAS System at the state government computer center. Results are presented in Chapter II.

North Carolina Outdoor Recreation Survey

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Listed below are outdoor recreation activities that are most commonly enjoyed by North Carolinians. We need you to do three things with this list.

- A. For each activity, please give us your best estimate of the total number of days during which your household participated in that activity during 1988.

Include even those days when you participated in the activity for only a short period of time. If you did not participate in an activity at all, leave the line blank.

Number	Activity	Number of Days	Number	Activity	Number of Days
Open Areas and Undeveloped Parks			Water Oriented Activities		
01	Walking for pleasure (excluding trail hiking)	_____	26	Beach activities, including sunning and games, excluding fishing	_____
02	Bicycling for pleasure	_____	27	Swimming in lakes, rivers, and the ocean (not in swimming pools)	_____
03	Jogging and running	_____	28	Sailboating	_____
04	Driving for pleasure	_____	29	Windsurfing	_____
05	Viewing scenery	_____	30	Canoeing, kayaking, rafting	_____
Backcountry and Natural Area Activities			31	Powerboating	_____
06	Horseback riding	_____	32	Water skiing	_____
07	Hunting	_____	33	Fishing - saltwater	_____
08	Camping in developed sites with tent or vehicle	_____	34	Fishing - freshwater	_____
09	Camping in primitive areas and backpacking	_____	Winter Activities		
10	Trail hiking	_____	35	Downhill skiing	_____
11	Nature study (Birdwatching, etc.)	_____	36	Cross-country skiing	_____
12	Visiting natural areas	_____	37	Other winter sports activities: sledding, snow play, ice skating	_____
Developed Recreation Areas & Facilities			Off Highway Vehicle Recreation		
13	Use of open turf areas for casual and unstructured activities, like games, sitting, and sunning	_____	38	Motorcycles, dirt bikes, ATV's	_____
14	Use of play equipment and tot lots	_____	39	Four-wheel drive vehicles	_____
15	Picnicking in developed sites	_____	Cultural and Spectator Events		
16	Softball and baseball	_____	40	Attending sports or athletic events	_____
17	Basketball	_____	41	Attending outdoor cultural events, like concerts, theater, etc.	_____
18	Football	_____	42	Visiting zoos	_____
19	Soccer	_____	43	Visiting historic sites	_____
20	Golf	_____			
21	Tennis	_____			
22	Volleyball	_____			
23	Swimming (in pools)	_____			
24	Skateboarding	_____			
25	Target shooting, (including pistol and skeet)	_____			

- B. From the above list of activities, please select up to 10 of them which your household probably would have done more often, or at least tried, if good facilities and programs had been available. Place the activity numbers for up to 10 of these activities in the spaces below. The activity number is printed beside each activity name.

Top Ten: _____

From the activities you have just selected, pick the five which are the most important and rank them. Indicate your ranking below using the activity numbers.

The most important is number _____	The 4 th most important is number _____
The 2 nd most important is number _____	The 5 th most important is number _____
The 3 rd most important is number _____	

- C. It would help us to plan for your outdoor recreation needs if we knew how you thought government agencies should spend public money to improve recreation opportunities. Please review once again the activities listed in item A. Then, in the spaces below, place the activity numbers of up to ten activities which you think state and local government should do the most to provide and to improve.

Top Ten: _____

From the activities you have just selected, pick the 5 which you think state and local government should give the highest priority when spending money. Indicate your ranking below using the activity number.

The highest priority is number	_____	The 4 th highest priority is number	_____
The 2 nd highest priority is number	_____	The 5 th highest priority is number	_____
The 3 rd highest priority is number	_____		

- D. Please complete the information about your household listed below. The information will be kept completely confidential. It will help describe who completed this survey.

City where you live: _____ County: _____

Type of Household:	_____ Single, no children	_____ Single with children
	_____ Couple, no children	_____ Couple with children

Household Income	_____ Less than \$9,999	_____ \$40,000 - \$44,999
before taxes:	_____ \$10,000 - \$14,999	_____ \$45,000 - \$49,000
	_____ \$15,000 - \$19,999	_____ \$50,000 - \$54,999
	_____ \$20,000 - \$24,999	_____ \$55,000 - \$59,999
	_____ \$25,000 - \$29,999	_____ \$60,000 - \$69,999
	_____ \$30,000 - \$34,999	_____ \$70,000 - \$79,999
	_____ \$35,000 - \$39,999	_____ \$80,000 and above

- E. Please complete the following information about the person who completed this survey.

Sex: _____ Male _____ Female

Age: _____ Years

Race:	_____ White	_____ Hispanic	_____ Black
	_____ Asian	_____ Native American	_____ Other

Education	_____ 8 th grade or less	_____ 13-15 years
Completed:	_____ 9 th - 11 th grade	_____ 16 years (college graduate)
	_____ 12 th grade	_____ 17 years or more (graduate school)